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Consumer PURCHASES OF FRUITS AND JUICES

in December
1952



UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
AND
FRUIT AND VEGETABLE BRANCH
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.
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FOREWORD

This report presents data on consumer purchases during November 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN DECEMBER 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders purchased 7,378,000 boxes of oranges during December 1952 in the form of fresh fruit, frozen concentrated, and canned single strength orange juices. This was an increase of almost one-fifth over purchases during the corresponding month of 1951. Compared with a year earlier, purchases of frozen concentrated orange juice were up 46 percent, while those of fresh oranges increased 16 percent. Canned single strength juice purchases, however, were down about 6 percent. Prices probably were a factor in the shifts in the volume purchased. Prices of both frozen juice and fresh oranges were down considerably from December of the preceding year, while canned juice prices were up slightly. Prices consumers paid during December averaged as follows: Florida oranges, 29.3 cents per dozen; California-Arizona oranges, 45.8 cents; frozen concentrated juice, 16.1 cents per 6-ounce can; and canned single strength juice, 29.6 cents per 46-ounce can.

Householders bought 1,588,000 boxes of fresh grapefruit during December, about 9 percent more than a year earlier. They paid an average of 87 cents per dozen for grapefruit during the month, 5 cents less than in December 1951. Purchases of canned grapefruit juice by householders, amounting to 797,000 cases of No. 2 cans, were 8 percent below those of December a year ago. Prices paid were almost unchanged. For the months of October-December 1952, householders bought practically the same quantity of fresh grapefruit as during this period a year earlier but about 10 percent less canned grapefruit juice.

Consumers bought 190,000 boxes of fresh lemons during December, about 9 percent less than a year earlier. They bought approximately the same amount of bottled and canned lemon juice and concentrate for lemonade as during December a year ago. Purchases of these products and of fresh lemons during the month were equal to 261,000 boxes of fresh fruit, down about 6 percent from December 1951.

Householders bought slightly more prune, tomato, and vegetable combination juices during December than in December 1951, but they bought somewhat less of all other canned single strength juices. Prices paid averaged slightly higher than a year ago for all juices except vegetable combination, tomato, and grape juices.

Consumers bought more dried prunes in December 1952 than in this month of the 3 preceding years—5,047 tons. Retail prices again increased slightly, averaging 26.3 cents per pound during the month. Consumers bought 567 tons of dried apricots at an average of 70 cents per pound, the highest average price for any month in recent years. Prices paid for dried peaches also increased somewhat, averaging 46 cents per pound. Householders bought 282 tons during the month.

FROZEN JUICES

Householders purchased 3,836,000 gallons of frozen concentrated orange juice during December 1952, slightly less than the amount bought in November (fig. 4). Purchases have remained at about this level for the past 8 months, although prices paid by households have increased gradually over this period, averaging 16.1 cents during December compared to 14.3 cents in May. The percentage of families buying likewise has been almost constant during the 8-month period. In December, 27 percent of all families reported making purchases.

During October-December 1952, households purchased almost 50 percent more frozen concentrated orange juice than in the corresponding period of 1951. Lower prices were a factor in the increased purchases. Prices paid for frozen concentrated orange juice averaged about 16 cents per 6-ounce can during the quarter compared with almost 20 cents a year earlier.

Householders bought about 77,000 gallons of frozen concentrate for lemonade during December, a decline from November but about equal to the amount purchased during December 1951 (table 2). Consumers reported paying 17 cents per 6-ounce can for frozen lemonade concentrate during the month, a considerable increase over the 14.3 cents paid in December 1951. For the period October-December 1952, purchases totaled about the same as in the corresponding months a year earlier, but prices paid by consumers averaged 18 percent higher.

Frozen concentrated grape juice purchases by households amounted to 174,000 gallons in December, up 44 percent from the same month a year earlier (table 2). Prices consumers paid averaged 21.7 cents per 6-ounce can, nearly the same as in November, but a cent and a half less than in December 1951. The proportion of families buying frozen concentrated grape juice increased somewhat over a year earlier but continued to be small compared to the percentage buying frozen concentrated orange juice. Total purchases of frozen concentrated grape juice during October-December 1952 were 47 percent larger than in the corresponding period of 1951, although prices consumers paid were only slightly less than they were a year earlier.

CANNED JUICES

Householders bought less canned single strength juice during December 1952 than in any month in more than a year and a half. Total purchases of 6,525,000 cases (equivalent No. 2 cans) were 7 percent below those in December a year ago (table 1). Householders bought less of each canned single strength juice except prune, tomato, and vegetable combination juices than they did a year earlier. Prices paid averaged slightly higher except for grape, tomato, and vegetable combination juices.

Householders bought 1,292,000 cases (equivalent No. 2 cans) of canned single strength orange juice during December, about 6 percent less than a year

earlier (fig. 5). They paid an average of about 30 cents per 46-ounce can, almost 2 cents more than in December 1951. About 12 percent of all families bought canned orange juice during December, a slightly smaller proportion than a year earlier, but buying families purchased the same amount per family, an average of approximately 2 and 1/4 of the 46-ounce cans. For the months of October-December 1952, purchases of canned single strength orange juice by householders were about 9 percent below those of the corresponding months of 1951, while prices paid averaged about 6 percent higher.

Purchases of canned single strength grapefruit juice by consumers amounted to 797,000 cases (equivalent No. 2 cans) during December. This represented a decline of 8 percent compared with the same month a year earlier (fig. 5). Prices paid by householders averaged 24 cents per 46-ounce can, almost the same as in December 1951. Families that bought purchased an average of 2 of the 46-ounce cans, practically the same as a year earlier. For the months of October-December 1952, purchases of canned grapefruit juice were about 10 percent below those of the corresponding months a year earlier.

Householders bought 330,000 cases (equivalent No. 2 cans) of orange-grapefruit blended juice during December, about one-fourth less than a year earlier. They paid an average of 27 cents per 46-ounce can, about 1 cent more than in December last year (fig. 5). The smaller volume of purchases compared with a year ago was the result of both fewer families buying during the month and to smaller purchases per family.

Purchases of bottled and canned lemon juice by householders during December were equal to 43,000 cases of No. 2 cans, almost as much as in the same month of the previous year. A slightly larger number of families bought lemon juice in December 1952 than a year earlier, but their average purchases were somewhat smaller (table 1). They paid an average of about 11 cents per 5-1/2-ounce can for lemon juice during December, up about 1 cent from a year earlier.

Householders bought 1,131,000 cases (equivalent No. 2 cans) of pineapple juice during December, 17 percent less than in December a year ago. This marked the third consecutive month in which purchases of pineapple juice by householders were below those of the corresponding month a year earlier. Prices paid by householders averaged 30 cents per 46-ounce can during the month, 1 cent higher than in December a year ago (table 1).

Householders bought 1,622,000 cases (equivalent No. 2 cans) of tomato juice during December 1952, slightly more than in December a year ago (table 1). They paid an average of 28 cents per 46-ounce can, practically the same as a year earlier.

Household purchases of prune juice during December were equal to 375,000 cases of No. 2 cans, about 5 percent more than in this month a year earlier (fig. 9). Although a somewhat larger number of families bought prune juice in December than a year earlier, average purchases per buying family were slightly smaller, amounting in December 1952 to 1 and 3/4 of the 32-ounce bottles. Consumers paid an average of about 33 cents per 32-ounce bottle for prune juice during the month, practically the same as a year earlier.

FRESH CITRUS FRUIT

Householders bought 3,625,000 boxes of fresh oranges during December 1952. Except for December 1949, this was the largest volume purchased in any month since this series began. Purchases of frozen concentrated orange juice exceeded those of December a year ago by 46 percent, and canned single strength juice purchases were down only slightly. On a fresh fruit equivalent basis, total orange purchases by households were almost one-fifth more than in December 1951 (fig. 1).

Purchases of fresh oranges by households during December were 16 percent more than in December 1951. This increase was accounted for almost entirely by larger purchases of Florida oranges (fig. 6). Householders bought 1,870,000 boxes of Florida oranges, 27 percent more than in the preceding December. Although the number of families buying Florida oranges during the month increased slightly, most of the increase in purchases was the result of larger purchases per buying family. Families that bought Florida oranges purchased an average of 35 oranges during the month compared with 28 oranges a year earlier.

Household purchases of California-Arizona oranges were reported as 1,147,000 boxes for December, slightly more than in December a year ago. Fewer families bought California-Arizona oranges than a year earlier, but those purchasing during the month bought about the same number, an average of 20 oranges per family.

Prices of oranges during December were considerably lower than a year earlier (fig. 6). Householders paid an average of 29 cents per dozen for Florida oranges and 46 cents for California-Arizona oranges, down 6 cents and 5 cents per dozen respectively.

For the months of October-December 1952, total purchases of fresh oranges by households were down about 6 percent, while those of Florida oranges were up about 10 percent compared with the same months a year earlier. Purchases of California-Arizona oranges were down 18 percent. The decline in purchases of fresh oranges, however, was more than offset by purchases of frozen concentrated orange juice. On a fresh fruit equivalent basis, purchases of oranges and frozen and canned orange juices by households were up almost 10 percent compared with October-December 1951 (fig. 1).

Householders bought 1,588,000 boxes of fresh grapefruit during December 1952, 9 percent more than during the same month a year earlier (fig. 7). They paid an average of 87 cents per dozen for grapefruit during the month, about 5 cents less than in December a year ago. A somewhat smaller number of families purchased grapefruit during December than a year earlier, but they bought slightly more per family. For the months of October-December 1952, household purchases of fresh grapefruit were approximately the same as during these months a year earlier.

In December householders bought 1,323,000 boxes of tangerines, by far the largest volume reported for any month in this series, exceeding purchases in December 1951, the previous record, by 17 percent (table 3). Consumers paid an average of 32 cents per dozen for tangerines during December, about 1 cent less than a year earlier.

Consumers bought 190,000 boxes of fresh lemons during December 1952, about 9 percent less than in December of the previous year. They paid an average of 46 cents per dozen for lemons during the month, about the same as a year earlier (fig. 8). Fresh lemons were bought by about 18 percent of all families during the month, a somewhat smaller proportion than in December a year ago. Families that bought lemons, however, purchased an average of slightly more than 8 lemons during the month, the same number as a year earlier. For the months of October-December 1952, fresh lemon purchases by householders were down about 7 percent compared with the same months of 1951. This decline was somewhat offset by larger purchases of lemon products. Therefore there was only a 3 percent decline in the fresh fruit equivalent of household purchases of lemons and lemon products during October-December compared with a year earlier (fig. 3).

DRIED FRUIT

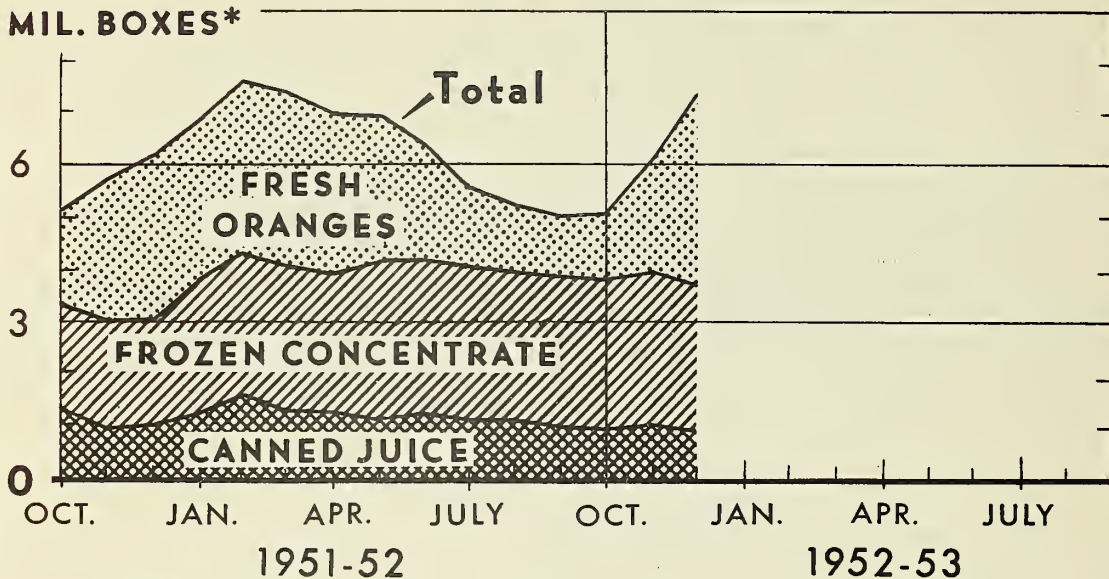
Purchases of dried prunes by householders were larger during December 1952 than in any December of the 3 preceding years. Compared with a year earlier, purchases were up 5 percent (fig. 9). This increase was primarily the result of larger purchases by buying families. However, purchases were down somewhat from November, following the pattern observed in the 3 preceding years for which these data are available. Consumers reported paying an average of 26.3 cents per pound for dried prunes during December compared with 25.3 cents in November. This represented a continuation of the gradual increase in retail prices which began last June. Slightly more than 12 percent of all families bought dried prunes in December, almost the same as a year earlier.

During October-December 1952, household purchases of dried prunes were about 5 percent larger than in the corresponding period of 1951. Prices paid by consumers averaged slightly less than in these months of the preceding year.

Consumers bought about the same amount of dried apricots--567 tons--during December as a year earlier (table 4). Prices paid averaged 70 cents per pound, 8 cents more than in December 1951 and the highest average reported for any month since this series began in October 1949. At that time the average was 48 cents per pound. Slightly less than 3 percent of the families reported buying dried apricots during December. For the period October-December 1952, householders bought 14 percent less dried apricots than in the corresponding months of 1951.

Dried peach purchases by householders during December amounted to 282 tons. The average price paid was 46 cents per pound, the highest reported since July 1951.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

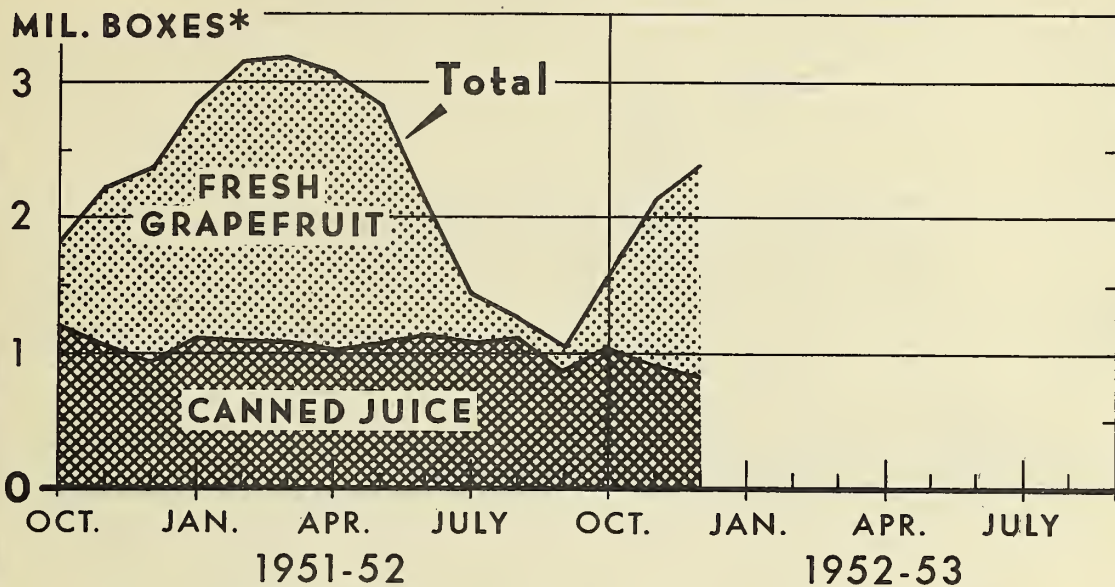
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December 2/		8,202		6,609		3,649		18,460
January		3,101		2,528		1,289		6,918
February		3,275		2,774		1,607		7,656
March		3,301		2,737		1,399		7,437
October-March 2/		18,775		15,338		8,358		42,471
April		3,103		2,616		1,310		7,029
May		2,846		2,977		1,168		6,991
June		2,174		2,976		1,295		6,445
October-June 2/		27,451		24,551		12,421		64,423
July		1,530		2,942		1,133		5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,041
Season 2/		31,738		33,908		15,923		81,569

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

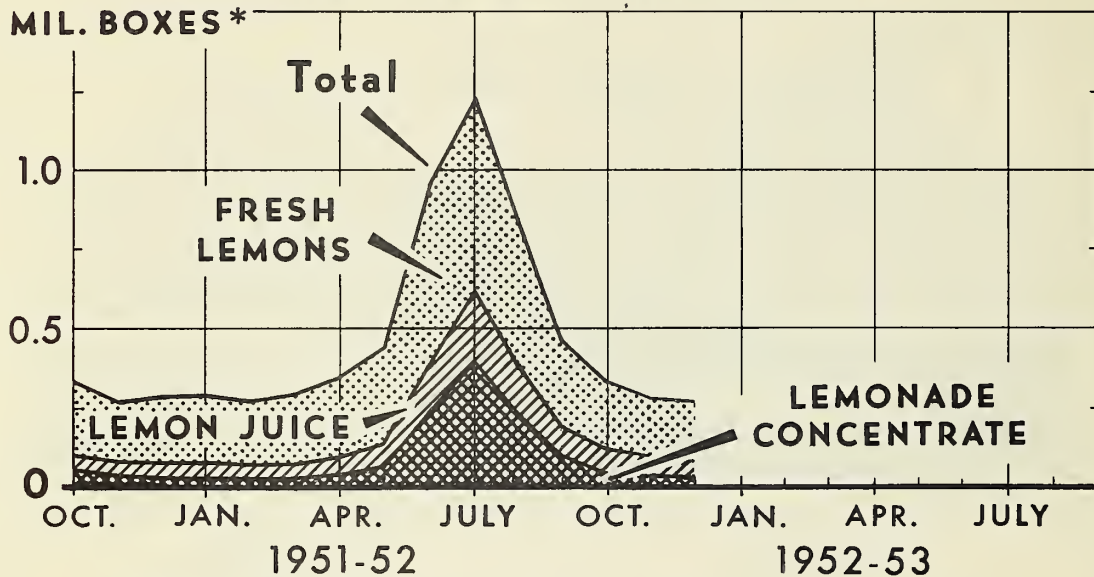
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December 2/		3,638		3,478		7,116
January		1,732		1,110		2,842
February		2,033		1,099		3,132
March		2,113		1,082		3,195
October-March 2/		10,026		7,056		17,082
April		2,061		1,018		3,079
May		1,760		1,083		2,843
June		986		1,133		2,119
October-June 2/		15,117		10,534		25,651
July		363		1,087		1,450
August		179		1,100		1,279
September		150		898		1,048
Season 2/		15,907		13,849		29,756

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.—Consumer purchases of lemon products, equivalent boxes of fresh lemons,
October 1951 to date ^{1/}

Period	Fresh lemons		Lemon juice ^{2/}		Concentrate for lemonade				Total	
					Frozen		Total ^{3/}			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328
November	184	192	60	47	27	27	29	31	273	270
December	190	209	50	48	19	19	21	22	261	279
October-December ^{4/}		683		150		92		106		949
January		206		53		22		24		283
February		202		45		18		23		270
March		218		51		21		25		294
October-March ^{4/}		1,369		318		156		182		1,669
April		251		60		33		38		349
May		308		72		55		65		445
June		577		144		205		239		960
October-June ^{4/}		2,589		615		469		547		3,751
July		598		225		356		400		1,223
August		452		151		200		228		831
September		269		94		86		98		461
Season ^{4/}		4,012		1,130		1,134		1,298		6,440

^{1/} The fresh fruit equivalent of lemon juice for the months of August-November 1952 and of total concentrate for lemonade for October 1952 have been revised.

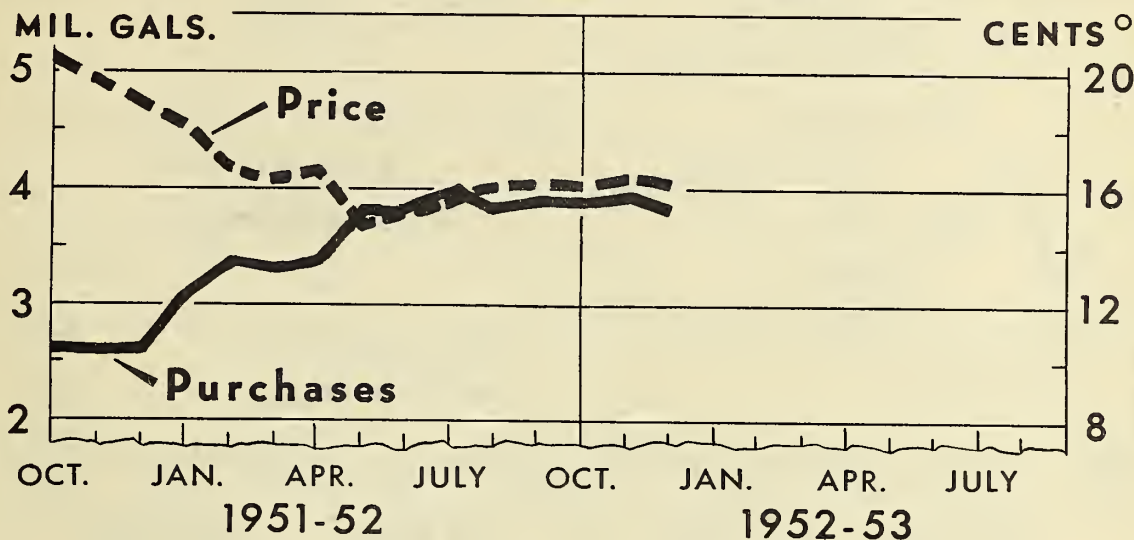
^{2/} Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

^{3/} Includes shelf pack lemonade base.

^{4/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



* PRICES PAID BY HOUSEHOLD CONSUMERS

° PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	1,000 gallons	1,000 gallons	Cents	Cents
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December 1/		8,528		
January		3,060		18.2
February		3,358		16.7
March		3,314		16.3
October-March 1/		19,096		
April		3,350		16.5
May		3,812		14.8
June		3,811		15.3
October-June 1/		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		16.2
Season 1/		43,521		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

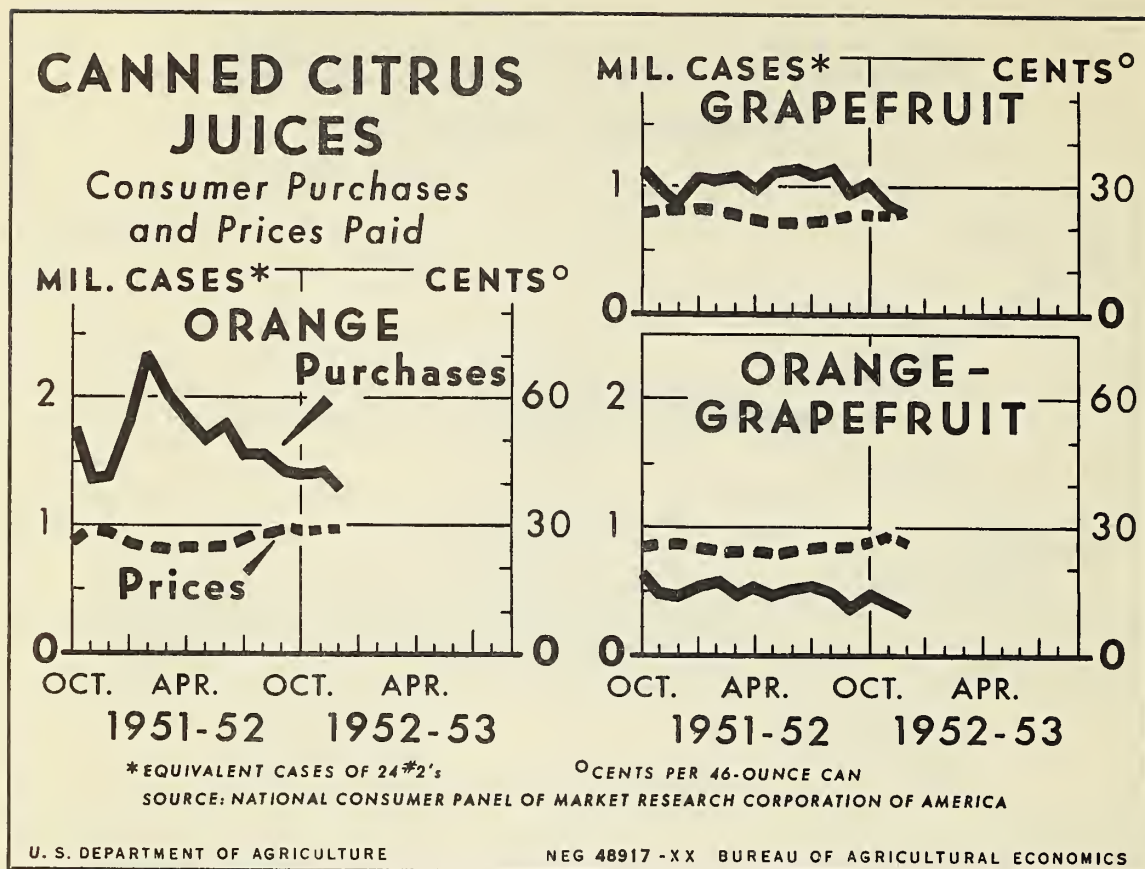


Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹
	1,000 cases	1,000 cases	per 46 oz. can	per 46 oz. can	1,000 cases	1,000 cases	per 46 oz. can	per 46 oz. can	1,000 cases	1,000 cases	per 46 oz. can	per 46 oz. can
	1/	1/	Cents	Cents	1/	1/	Cents	Cents	1/	1/	Cents	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	28.3	875	996	23.6	23.7	393	477	27.0	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/		4,830				3,240				1,656		
January		1,812		26.6		1,068		24.0		528		25.3
February		2,309		24.6		1,041		23.1		557		24.4
March		2,016		24.4		1,062		22.2		474		23.4
October-March 2/		11,570				6,692				3,343		
April		1,817		24.9		988		21.9		506		24.0
May		1,615		25.1		1,091		21.2		460		23.7
June		1,790		25.3		1,126		21.2		511		24.5
October-June 2/		17,491				10,136				4,937		
July		1,540		27.1		1,075		22.1		524		24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,428		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

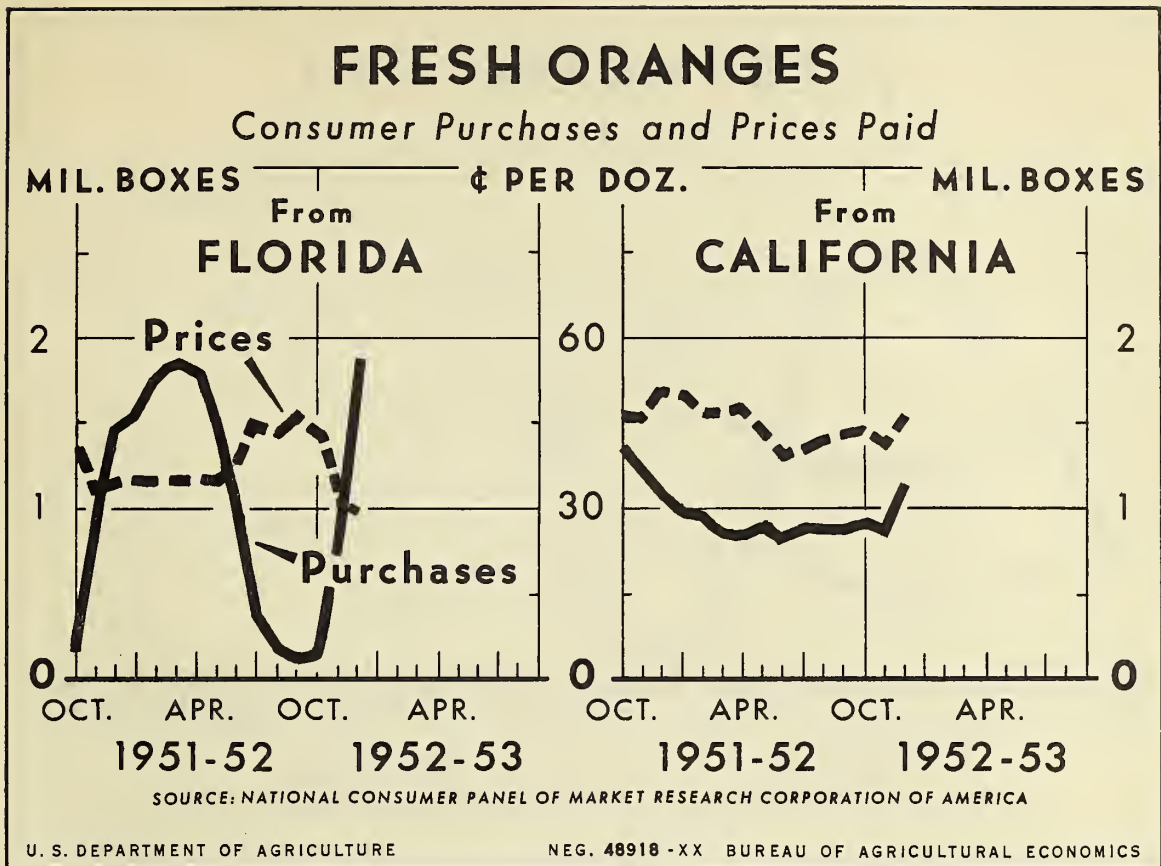


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	138	166	42.4	40.7	933	1,371	43.3	47.0
November	947	981	30.3	32.8	866	1,186	41.7	45.2
December	1,870	1,468	29.3	34.8	1,147	1,116	45.8	50.8
October-December 1/		2,921				3,874		
January		1,565		34.6		974		50.5
February		1,735		34.0		956		46.5
March		1,869		34.8		862		46.6
October-March 1/		8,572				6,917		
April		1,809		35.3		826		47.2
May		1,521		35.2		885		42.2
June		969		38.0		826		38.7
October-June 1/		13,155				9,632		
July		392		44.6		884		39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

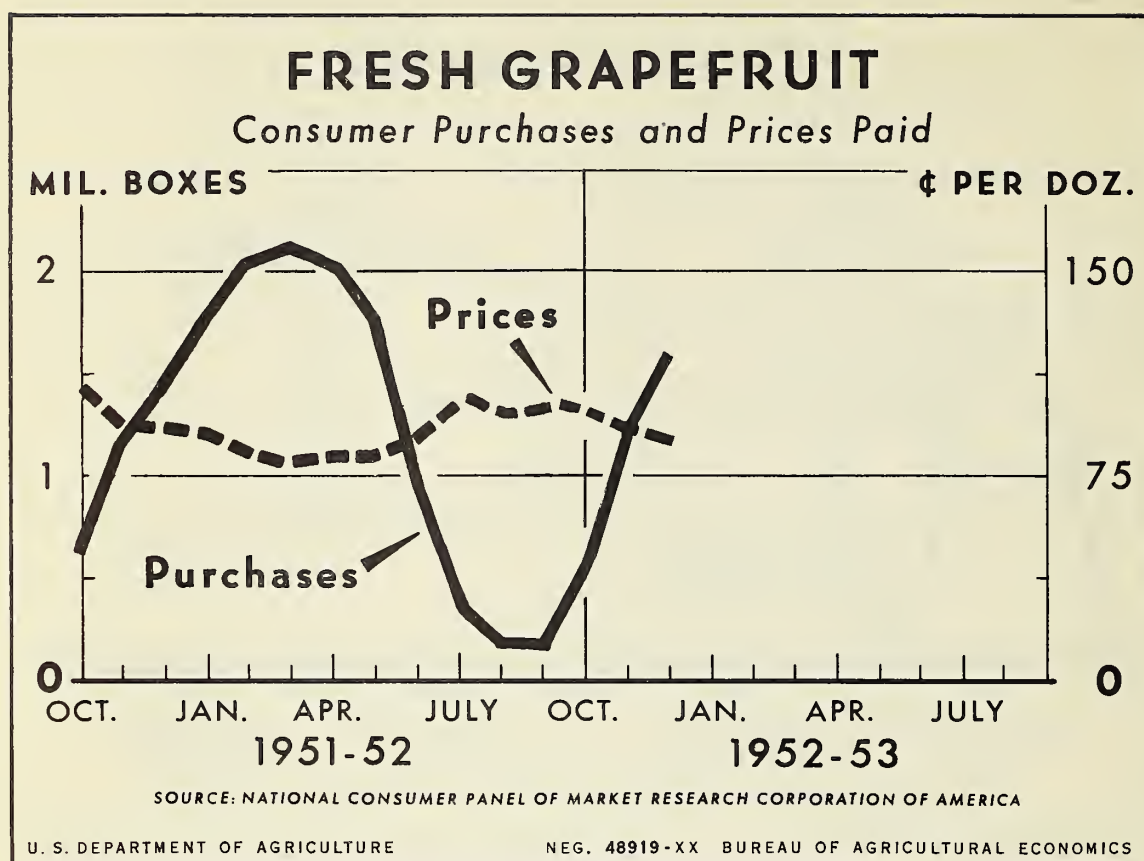


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December	1,588	1,453	87.3	92.4
October-December 1/		3,638		
January		1,732		90.7
February		2,033		84.1
March		2,113		81.8
October-March 1/		10,026		
April		2,061		83.0
May		1,760		84.4
June		986		90.9
October-June 1/		15,117		
July		363		105.4
August		179		99.4
September		150		102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

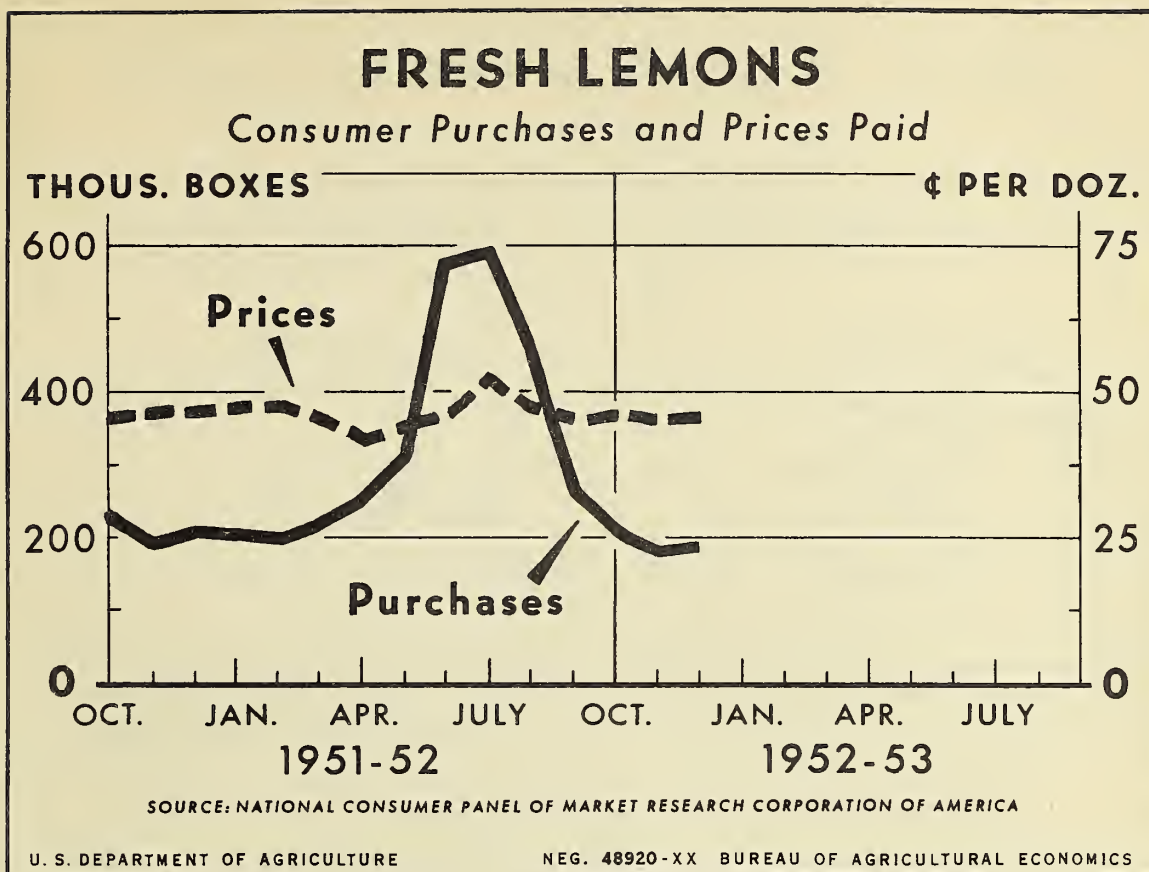


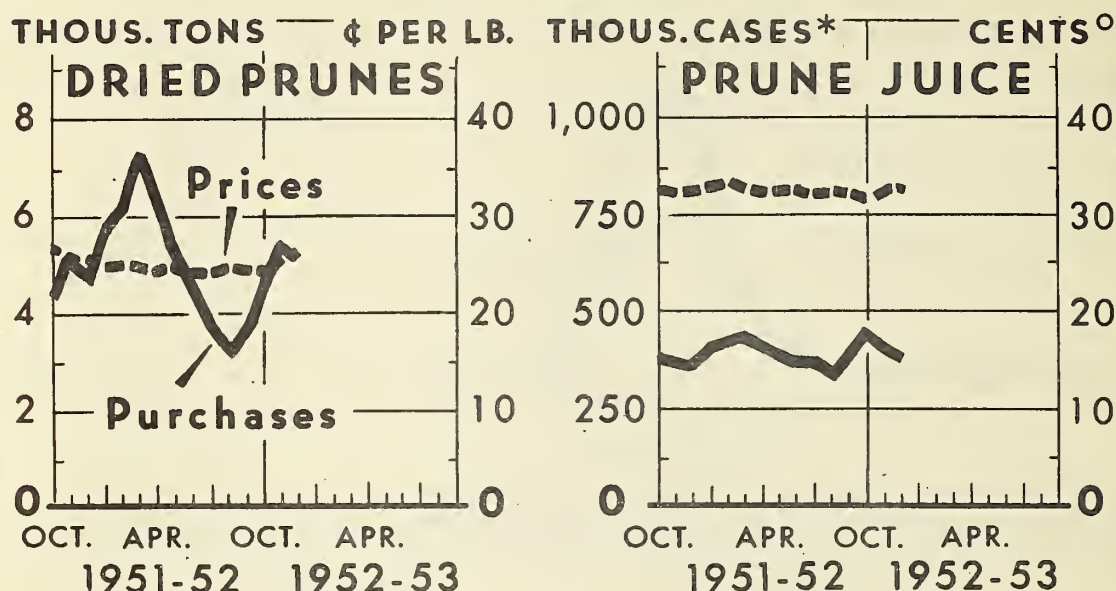
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.4	46.8
October-December 1/		683		
January		206		47.4
February		202		47.8
March		218		45.9
October-March 1/		1,369		
April		251		42.9
May		308		44.2
June		577		45.6
October-June 1/		2,589		
July		598		51.5
August		452		47.8
September		269		45.4
Season 1/		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	26.3	25.4	375	357	32.7	32.5
October-December 2/		15,871				1,220		
January		5,884		25.0		396		32.3
February		6,292		25.1		415		32.9
March		7,276		24.5		435		32.5
October-March 2/		37,068				2,578		
April		6,410		24.5		417		32.2
May		5,412		24.7		379		32.1
June		4,351		23.7		363		32.3
October-June 2/		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,476		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single strength juices: U. S. total consumer purchases and average price, December 1952 and 1951 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1952	1951	1952	1951	1952	1951	1952	1951		1952	1951
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces		Ounces	Cents
Canned juices											
Orange	12.4	13.5	1,292	1,377	1.8	1.7	57.8	62.4	46	29.6	28.2
Grapefruit	8.2	8.7	797	868	1.6	1.6	59.2	60.4	46	24.2	23.8
Orange & gpft. blend	3.8	4.9	330	448	1.5	1.5	57.1	62.7	46	26.9	25.8
Tangerine	2/	1.5	2/	111	2/	1.4	2/	52.7	46	2/	23.3
Lemon	2.5	2.1	43	45	1.3	1.3	12.8	14.8	5½	11.2	10.1
Apple	3.0	3.1	254	268	1.7	1.6	48.3	52.4	32	23.6	21.8
Grape	4.2	4.2	168	173	1.3	1.3	30.0	29.2	32	35.7	37.7
Pineapple	13.7	16.2	1,131	1,362	1.5	1.6	51.0	52.0	46	30.1	29.1
Prune	6.2	5.7	375	357	1.6	1.7	35.2	36.2	32	32.7	32.5
Tomato	18.6	18.9	1,622	1,572	1.7	1.6	50.1	49.3	46	28.0	28.2
Vegetable combination	4.2	4.0	221	206	1.3	1.3	37.5	38.4	46	37.8	39.4
Other juices	3/	3/	264	250	3/	3/	36.6	32.6	46	38.3	40.0
Total	48.4	50.2	6,525	7,037	2.7	2.7	48.5	50.3			

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases reported for analysis.

3/ Information not available.

National Consumer Panel of Market Research Corporation of America

Table 2.--Frozen concentrated juices: U. S. total consumer purchases and average price, December 1952 and 1951 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1952	1951	1952	1951	Purchases		Quantity per purchase			1952	1951
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces		Ounces	Cents
Frozen concentrated juices											
Orange	26.6	20.7	3,836	2,619	2.4	2.4	16.7	15.2	6	16.1	19.1
Grape	3.4	2.5	174	121	1.5	1.6	10.0	9.0	6	21.7	23.3
Other concentrates	1/	1/	82	47	1/	1/	9.4	10.7	6	19.0	15.6
Total 2/	27.9	21.9	4,224	2,888	2.6	2.6	16.0	14.5			
Concentrate for lemonade 3/											
Frozen	1.4	1.2	77	72	1.3	1.5	11.9	11.3	6	17.0	14.3

1/ Information not available.

2/ Total includes small purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

3/ Correction: shelf pack concentrate for lemonade, October 1952: total purchases, 10,000 gallons; average quantity per purchase, 12.6 ounces; average price, 14.2 cents per 6-ounce can.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, December 1952 and 1951 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1952	1951	1952	1951	1952	1951	1952	1951	1952	1951
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Orange										
California-Arizona	22.6	24.6	1,147	1,116	1.6	1.7	12.4	11.0	45.8	50.8
Florida	27.2	26.6	1,870	1,468	2.0	1.9	17.4	14.6	29.3	34.8
Unidentified	13.2	13.4	565	507	1.5	1.5	13.7	13.3	36.1	40.1
Total 1/	53.9	55.6	3,625	3,127	2.1	2.1	15.0	13.0	35.0	40.9
Grapefruit										
California-Arizona	3.3	3.4	159	162	1.4	1.5	5.6	4.5	75.1	88.9
Florida	15.8	15.3	908	813	1.9	1.9	4.7	4.7	88.7	91.1
Unidentified	9.9	10.5	430	371	1.5	1.5	4.6	4.0	87.3	95.0
Total 1/	27.6	28.2	1,588	1,453	1.9	2.0	4.7	4.4	87.3	92.4
Tangerines	24.8	23.4	1,323	1,132	1.6	1.6	12.1	12.0	32.2	33.0
Lemons	18.2	19.4	190	209	1.5	1.5	5.6	5.6	46.4	46.8
Total	68.8	70.2	6,726	5,921	3.4	3.4	11.1	9.9	40.2	45.2

1/ Includes small purchases of Texas fruit.

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Table 4.--Dried fruit: U. S. total consumer purchases and average price, December 1952 and 1951, (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	1952	1951	1952	1951	1952	1951	1952	1951	1952	1951
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents
Apricots	2.7	3.0	567	561	1.2	1.1	12.6	12.3	70.0	62.5
Mixed dried fruit	1/	1.1	1/	242	1/	1.1	1/	14.7	1/	40.1
Peaches	1.3	1.3	282	263	1.2	1.1	13.4	13.8	46.2	40.9
Prunes	12.3	12.2	5,047	4,793	1.3	1.2	22.3	22.9	26.3	25.4

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

